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FEATURE by [Natina James](#), RSP Architects



A SUCCESS STORY DURING A RETAIL RECESSION

If you've shopped at some of the Twin Cities regional malls recently, you may have noticed the start or finish of renovation projects such as Southdale, Mall of America, and Maplewood Mall. These properties are putting significant investment into new pylon and monument signage, exterior entries, interior mall common spaces, updating top to bottom flooring, paint, ceilings and lighting. This may be a surprising commitment of funds during a downtime in the retail industry when so many retail companies are employing cost-saving measures and scaling back on investments, especially property development and enhancements.

Burt Flickinger, director of retail consultancy Strategic Resource Group recently noted that "the U.S. has entered a 500 day retail recession, and before it's over, the U.S. will see weaker retail sales, more store closures and even additional retailers joining Borders in bankruptcy."1 Given this trend,

mostly due to a weak labor market and low consumer confidence, why do mall owners invest in such large scale improvements?

According to Maureen Bausch, Mall of America's executive vice president of business development, it was a key business decision. "We had commitments from retailers new to our regional market who would sign leases if mall walkways, or boulevard upgrades occurred. "Mall of America, known for housing a strong collection of nationally sought after retailers, prioritized their requests. As a result, South Avenue was transitioned into a luxury destination, touting tenants like Desigual, Michael Kors, Armani A/X and Stuart Weitzman. Southdale Mall, purchased by Simon in 2007, will begin renovations this summer/fall. The mall has suffered through the recession with a major anchor vacancy for five years and experiencing a 13% vacancy rate according to Cushman & Wakefield.2 The renovation will

SNAPSHOT

PUNCH NEAPOLITAN PIZZA



Concept Description: Quick-casual concept, focused on authentic wood-fired neapolitan pizza. 16-years-old, Twin Cities-based
Website: www.punchpizza.com

Number of Units: 7

Current Locations: Highland Village, Eden Prairie, Lake Calhoun, Northeast Minneapolis, Wayzata, Grand Avenue, Stadium Village

Type of unit: Corporate

Owner: John Puckett and John Soranno

Growth Plans: Focused on metro area next 5 years, 1-2 stores per year

Total/Typical SF: Approximately 2,100 sf

Typical Site Characteristics: Good visibility and parking, high energy retail area, high quality co-tenants, outdoor patio

Real Estate Representative: Mike Finkelstein, The Ackerberg Group

Architect: Natina James, RSP **Construction Contractor:** Vern Olson

Additional Facts/Narrative: Punch has experienced healthy sales growth in this difficult retail environment. Customers are increasingly valuing high quality foods, served efficiently. The pizza cooks in 90 seconds at over 800 degrees. Development concentrated in established retail markets along and inside of the 494/694 ring, with priority to Edina and Roseville locations.

Success Story - continued

bring a new anchor, Herberger's, and should build momentum to sign new tenants and improve existing relationships.

Other strategies to attract and maintain customers include creating destination dining, family restrooms, kids' play areas and hot spots for wireless internet and other media. Locally, Maplewood Mall has renovated its existing restrooms as well as adding family restrooms and nursing lounges. Developers are experimenting with other interesting ideas to attract or keep men in their properties longer. Some have created a living room with soft seating and televisions offering news and sports. We hope to see it appear at some properties in town this fall.

Investment in technology

Notice how when you surf the web, ads tailored to your recent search history pop up on the screen? Imagine a store that knows your shopping history, preferences and sizes, and when you walk in the door, you are greeted with a text listing items that might interest you. The stores may not be there yet, but it's starting to happen. "Haydock sees the in-store experience increasingly meshing with and mimicking what happens online and a time when customers will be given incentives to identify themselves the moment they step in the store through some type of technology." Some retailers and owners are already investing in new technology. Shopkick is an example of retailers using communication through smartphones to have customers earn points upon checking into the local store.³ More traditional promotions through technology bring in customers. The Event Rotunda at Mall of America unveiled an approximately 24'x13' LED television and a new Bose sound system. This allows more people to enjoy events by improving sight lines and sound from every location and level in the Rotunda. They've also introduced new digital "on-mall signage" (basically two LED screens back to back) which improves the existing advertising program. Now tenants have an affordable and easy way to communicate information, including new tenant announcements. The electronic displays are the sustainable way to deliver information, increase the amount of retailers advertising, and provide fresh, new content in comparison to the existing printed banner advertising program.

What about the internet?

Internet shopping has replaced catalogue shopping for many in the younger

generations. Bricks and mortar stores must seamlessly merge their inventory, distribution and management programs with their online partners. They must provide service, expertise, convenience and experience. The customer must have a "seamless" experience – remember when the customer was always right? There is no one answer to what retail should be, but to experience some very different solutions to the same problem – turn on that computer, iPad or phone and go shopping on Amazon.com. Then hop in your car and stop in at Apple and go across the street to Best Buy. Which were successful? Was it frustrating not having an expert to talk to online or did the numerous reviews and video suffice (as offered by Amazon)? Were the Apple employees knowledgeable? Did the store have what you wanted in stock? If not, could they have it shipped to the store for free? Could you pay for your item right where you were standing (the employees utilize a mobile device to run your credit card)? One analyst signaled out Best Buy as an example of a poor in-store customer experience. "The 'shopping environment' is the opposite of fun and informative. It's depressing and humiliating, as in 'I can't believe I had to go to Best Buy to get this.'"⁴ Customers want access to knowledgeable employees instead of seeking out employees who do not know the products. Brick and mortar retailers need to transform their liabilities of physical locations with limited hours, high labor costs and inventory investments into assets that complement their brand, expertise and overall experience.⁵

Regardless of available technology, society always needs gathering places and public spaces. Regional malls have supplemented historical gathering places such as city centers. Bausch emphasized that the success of renovation is the attraction of the new tenants, but the renovated environment certainly helps too. Worldwide, a retail renaissance is occurring based on the observations that brick and mortar stores can provide the same benefits as online shopping, in addition to a pleasant shopping experience itself, and the instant gratification of a purchase. The future of consumerism is urban, which in turn is experienced through a retail culture. In other words, consumers still enjoy shopping for products and services in the real world more than ever, and Mall of America, with its new upgrades, can deliver on that promise.

It takes a commitment to develop and maintain an evolving customer experience,

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THIRD THURSDAYS

NEXT MEETING:

Thursday, February 16, 2012

4:00 pm – 5:00 pm at
Cooper Pub – West End
1607 Park Place Boulevard,
St. Louis Park 55416

MSCA member hosts are **Peter Armbrust** and **Brad Kaplan**, both of Cushman & Wakefield/ NorthMarq.

Who: MSCA members and their colleagues

What: Casual networking hosted by MSCA members

When: Third Thursday of every month from EITHER 8:30–9:30 am OR (new this year) 4:00–5:00 pm.

Why: Create synergy in the commercial real estate industry—share ideas and stories and make new effective relationships.

There is no fee for this event. Food and beverage are not included.

RSVP to [Stacey](#) is preferred, but not required.

MSCA RECEIVES AWARD

NAIOP presented MSCA an award at their Awards of Excellence program held on January 26. MSCA received a **Diversity Award** for outstanding contributions in promoting, supporting and increasing diversity within commercial real estate.

RISING STAR by [Andy McDermott](#), Shea, Inc.

GENT CUTS & GROOMING



In the past, whenever Michael Boyle was in need of a haircut, he was disillusioned with his choices. He desired more attention and service than one can find at a typical discount cuttery and felt out of place at his wife Crystal's full-service, female-oriented salon. This market gap presented an opportunity for the Boyles to develop Gent, a haircut and grooming concept focused on men. In August, the pair debuted their first location at the intersection of Grand Avenue and Victoria Street in St. Paul, Minnesota.

Gent's focus is on salon services for men in a comfortable, casual environment. It combines the services of a traditional barbershop with the offerings and amenities of a full-service salon at a reasonable price point. Cuts start at \$29 and other services include color, straight razor shaves and mustache and beard trims. (Gent also offers a 10% discount to all military, police and fire personnel.)



The masculine, comfortable reception area welcomes you with oversized leather chairs, a 55" flat screen TV, a fridge stocked with water and soft drinks, a fresh coffee station and iPads preloaded with game and magazine apps. Six stylist stations are each equipped with old-school barber chairs

and dedicated shampoo sinks as well as TVs for individual client viewing.

Gent offers several lines of premium hair care products as well as shaving and grooming merchandise. In addition, Gent



carries men's accessories and gift items including cufflinks, wallets and barware. Over time, the Boyles intend to expand their retail and gift selection. Appointments can be made at 651-797-4294 and walk-ins are welcome.

Gent Cuts & Grooming, 867 Grand Avenue, St. Paul, 55102; 651-797-4294;
www.gentcg.com

EVENTS

- Feb 16 **Third Thursdays event**
- Feb 21 **Learning Session**
- Mar 7 **Monthly Program – Trends**
- Mar 14 **Business Day at the Capitol**
- Mar 15 **Third Thursdays event**

To view MSCA program presentations, visit www.msca-online.com, go to *Events*, and click on *Presentations*.

2012 LEADERSHIP

OFFICERS

President

Paula Mueller, Northtown Mall/Glimcher Properties

1st Vice President

Ronn Thomas, Cushman & Wakefield/NorthMarq

2nd Vice President

Deborah Carlson, Cushman & Wakefield/NorthMarq

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Secretary

Dana Andresen, Chuck & Don's Pet Food Outlet

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Tony Barranco, Ryan Companies US, Inc.

Janet Goossens, Kraus-Anderson Companies

Tom Heuer, Aspen Waste Systems, Inc.

Jen Helm, Cushman & Wakefield/NorthMarq

Curt Larson, City of Blaine

Hans Rasmussen, Robert Muir Company

Jennie Zafft, Cousins Properties, Inc.

Immediate Past President (as Director)

Peter Berrie, Faegre Baker Daniels

COMMITTEE CHAIRS

Golf

Cindy Weber, Engelsma Construction, Inc.

Michael Gross, Midwest Management, Inc.

Learning Session

Cindy MacDonald, Kraus-Anderson Companies

Kris Brandt

Legislative

Leah Maurer, Cushman & Wakefield/NorthMarq

Paul Berg, U.S. Bank

MSCA Cares

Zach Stensland, Colliers International

Herb Tousley, Exeter Realty Company

Newsletter

Andy McDermott, Shea, Inc.

Gregory Brenny, Fafinski Mark & Johnson, P.A.

Program

Brent Anderson

Jeff Orosz, CMA

Retail Report

Michael Broich, Target Corporation

Sponsorship

Shelly Muelken, Marketplace Commercial

Wendy Madsen, Ryan Companies US, Inc.

STARR Awards

Derek Naill, Associated Bank

Luann Johnson, Rochon Corporation

Technology

Mark Robinson, Paster Enterprises

Kate McCall Beazley, Beazley Consulting, LLC

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MN MARKETPLACE

Press releases are printed based upon availability of space and relevance to the local market.

- **Galleria Edina** has lots going on: **Schmitt Music** is moving to nearby Southdale Square shopping center in Richfield. Also leaving are **A Pea in the Pod** and **Que Sera**. Both are leaving at the end of the month. Home design retailer **Arhaus** will open a 15,000-sf store in the fall. European-influenced footwear and accessories store, **Marmi**, will open a 1,980-sf store in the late summer. Twin Cities-based **Allure Intimate Apparel**, is opening a 1,800-sf space. Several Galleria stores are moving to new spots in the mall, including **Bang & Olufsen**, **Cole Haan**, **Papyrus** and **Hammer Made**.
- A new **Dollar Tree** store will be opening in the Rice Creek Plaza in New Brighton across from Cub Foods.
- **Tao Natural Foods**, 2200 Hennepin Ave. S., closed for remodeling Jan. 1. The business has been open since 1968 with a café serving all organic and mostly vegetarian food, and a store with supplements and other natural food products. The retail area is being condensed to make room for an upgrade to the café which will offer more seating, an expanded menu, more grab-and-go, pre-prepared items, and the addition of an all-organic selection of beer and wine.
- **Duplex**, a restaurant at 2516 Hennepin Ave. S., has closed after a six year run.
- **Bloomington's** announced they will close the Mall of America store in March. Reports have speculated that **Von Maur** department store may fill the space after a recent announcement that it would replace Bloomington's at Perimeter Mall in Atlanta.
- **Blockbuster Video** announced that it will close 11 more Twin Cities area locations. The list of stores includes: Apple Valley, Blaine, Cottage Grove, Columbia Heights, Duluth, Eden Prairie, New Hope, Savage, Wayzata and Woodbury, plus one in Hudson, Wis. Blockbuster stores are generally considered to be prime real estate locations.
- **Charming Charlie**, a women's fashion boutique, will open in 9,000 sf of the Circuit City space that closed in Arbor Lakes, Maple Grove. The new store will be the third location in the Twin Cities. The other locations are in Woodbury and at West End in St. Louis Park.
- **Apple** recently announced plans to operate "mini-stores" inside 25 Target stores in markets that cannot support a full line Apple store. Target will have an agreement to offer Apple products in a special space set aside for the mini-stores.
- **Dollar General**, which operates 9,800 stores in 38 states, announced that it plans to open 625 new stores in 2012. There are currently 16 locations in MN, and a company spokesperson said that Dollar General will expand the number of stores in MN.
- **Mona Restaurant** will replace the Black Bamboo restaurant in the Accenture Tower. Mona will offer American cuisine with a "chef driven" menu.
- The **Valley Tap House** is now open in Fisher Marketplace in Apple Valley. The space was formerly occupied by Majors Sports Cafe. The new restaurant offers casual dining with American cuisine.

MEMBER PROFILES

Vincent Driessen

The Driessen Group, LLC



Primary career focus? Development of and investment in retail real estate.

Secret talent? Bilingual.

One word that describes you? Optimistic.

First car you owned? 1963 Plymouth Fury.

What would you rather do than go to work on Monday morning? Travel with my family.

What did you want to be when you grew up? An Olympian.

Very first job? Janitor at the Culligan plant.

Mentors? Bill McHale, Whitney Peyton, Mike Scott, Doug Sailor.

Favorite cereal and why? Wheaties, Breakfast of Champions!

If you were an animal, what would you be and why? Ruby-throated Hummingbird; they fly forward and backward, hover in place, and with speeds of 70+ mph can take out an eagle in one strike.

Favorite places that you have travelled to? Katmandu, Tikal, Guilin, Rome.

How long have you been an MSCA member? 20+ years.

Bill Wittrock

RSP Architects, Ltd.



Primary career focus? Retail Architecture for 28 years.

Secret talent? "Cliff Claven"-like grasp of the obvious.

One word that describes you? Boy Scout.

First car you owned? 1971 Ford Pinto Wagon affectionately known as the "Mercedes Pinto."

What would you rather do than go to work on Monday morning? Be a Kindergarten teacher for the morning.

What did you want to be when you grew up? If ever were to grow up...I have always wanted to be an architect. Don't know why.

Very first job? Besides delivering 220 papers for the Mankato Free Press from 4th-9th grade in school, I detassled corn for three summers and also held a part-time short-order cook position with El Seis Mexican Restaurant in Mankato.

Mentors? Michael Plautz, RSP founder; Norm Abplanalp, Montgomery Ward Sr. Architect; Dale Everson, Madison Marquette; Bob Lucius, RSP.

Favorite cereal and why? Oatmeal with maple syrup, raisins and walnuts. One bowl lasts all day! Besides, it is the classic breakfast of the Midwest!

If you were an animal, what would you be and why? I would be a river otter because they slide on their bellies for fun.

Favorite places that you have travelled to? Backpacking in Maine; Sienna, Italy; Seattle, WA.

How long have you been an MSCA member? Since 199-early-something; a long time, I guess.

MEMBER NEWS

Steiner Hires Lucas.

Steiner Development, Inc. announces the hiring of Matt Lucas as Vice President – Development. Matt is responsible for sourcing development business for the Steiner companies as well as real estate investments for the Steiner portfolio. Matt will conduct underwriting and market analyses, and negotiate the purchases of developments and acquisitions for the company. Additionally, he will take the lead for Steiner's projects for all governmental approvals.

Please send Member News to [Stacey Bonine](mailto:Stacey.Bonine@steinerdevelopment.com).

NEW MEMBERS

Bryan Larson
Madison Equities

Paula Port
KW Commercial Midwest

Matthew Allman
Oppidan, Inc.

Bill Trout
Donlar Construction

Nick Murnane
The Opus Group

Ryan Bluhm
Westwood Professional Services, Inc.

Matt Lucas
Steiner Development, Inc.

Jim Gray
Northtown Mall/Glimcher Properties

Don Parnell
Menard, Inc.

Hugh D. Robinson
Tri-Land Properties, Inc.

Craig Seaberg
Village Green Landscapes

Maura Carland
Colliers International | Minneapolis - St. Paul

Debbie Ferry
Goodwill Easter Seals

Brian Busser
TCI Architects/Engineers/ Contractor, Inc.

PROGRAM RECAP

by [Judy Lawrence](#),
Kraus-Anderson Companies



DEALS, TRENDS & OUTLOOKS



January presenters – I to r

Bruce Carlson, Mid-America Real Estate (moderator)
Chris Simmons, Colliers International
Justin Wing, CSM Corporation
Stefanie Meyer, Mid-America Real Estate
Chris Moe, H.J. Development
Barry Brottlund, InSite Commercial Real Estate (moderator)

Barry Brottlund of Insite Commercial Real Estate, Inc., and Bruce Carlson of Mid-America Real Estate, moderated an informative panel on what various brokers see on the upcoming trends in our local retail industry.

2011

Looking back on 2011, the panel agreed that things had improved over the period from 2008 to 2010. Stefanie Meyer of Mid-America Real Estate saw 2011 as a rebounding year, where Chris Simmons of Colliers International stated that last year was much improved over the declines we have seen since 2008 and noted that substantial vacancy has been reduced due to the infilling of many of the big box properties.

2012

Meyer felt that 2012 is going to be more of the same; rents remaining flat, while kick-outs, free rent and co-tenancy clauses will continue to be requested. She is primarily a tenant representative, so she is pleased to note that the market is still tenant driven.

Justin Wing of CSM Corporation echoed this trend and commented that negotiations were really tough. Chris Moe of H.J. Development pointed out that the corporate tenants feel no sense of urgency so negotiations can really drag out. Simmons indicated that he expected additional fallout in the coming year especially in the office supply, bookstores and electronic areas. It seems that there is a tendency for today's consumer to browse through some stores, secure the SKU from the good that they desire and go home and surf the internet for the best pricing. It is as if some of the retail stores are simply acting as showrooms.

Grocery-anchored centers continue to be the most desirable. There are less closings in these centers. Whole Foods, ALDI, and Trader Joe's have been infilling many of the big box vacancies in town. Simmons felt that Cub Foods' and Coborn's new locations would pick up once the housing market improves.

As for the coming year, the panel expected to see growth in quick-service food. While some expected growth with discounters, Meyer noted that, in some circumstances, Twin Cities' demographics, including disposable income and education, may make the area somewhat undesirable for the discount user such as Dollar Store and Goodwill. She also observed that some traditional "mall" tenants are looking at other venues. She cited tenants such as Ann Taylor Loft looking favorably at grocery-anchored centers.

Miscellaneous

- The panel felt that landlords would continue to see co-tenancy and exclusive requests.
- The good thing about technology advances is that retailers like to see a presentation that can be downloaded onto their iPad and reviewed before their site visit, thus narrowing down the properties to be visited. This saves both the tenant and the broker time.
- The bad thing about technological advances is that some people become so dependent on their phones, iPads and email that they are unable to communicate effectively face to face.

Conclusion

In closing, it is important to note that as brokers or tenant representatives, we need to be knowledgeable about the market as well as the properties. This is a relationship business, and success or failure will depend on your ability to relate to both the tenant and the landlord. We need to manage our tenant's expectations as well as be direct with them regarding the nature of the business.

Finally, when asked what made him excited about going to work each day, Moe stated the most profound comment of the session when he said, "I am excited to go to work each day because there is a cubicle there with my name on it." Amen.

JANUARY 2012 PROFESSIONAL SHOWCASE



NaturalGreen Landscape Management

is a full-service provider of lawn/landscape installation and maintenance, as well as snow and ice management. Their experienced field operators are supported by an office staff which is dedicated to providing MSCA professionals with useful and timely maintenance updates and cost-effective programs that are within budget. Contact them today to ensure worry-free maintenance tomorrow.

SMALL TALK

TECH TIP:

REGISTERING ONLINE FOR MSCA PROGRAMS

Be sure to check our new format for registering online for MSCA programs. Log in under your profile and it pre-fills all of your information. In addition, if you hold a CE license, you will now be receiving your certificates via email and, going forward as of January 1, 2012, you are able to access all of your MSCA CE credits through your profile!

LEGISLATIVE UPDATE

The high profile issues for the 2012 legislative session, which began on January 24, 2012 will be a bonding bill, a proposed jobs plan, and the selection of a construction site and financing plan for a new Vikings Stadium. This is traditionally a "short" session year, in which major budget issues are off the table.

Unlike the 2011 session, this legislature is fortunate to be starting with a budget surplus instead of a deficit. Minnesota's economic forecast was released in November and projects an estimated \$876 million dollar balance for the 2012-13 biennium, all of which is statutorily dedicated to state reserves.

An important issue on the mind of many legislators will be the November elections; when all of the members of the Minnesota House and Senate will face reelection in new districts.

Specific issues on the 2012 Legislative Agenda for MSCA:

- **Statewide Property Tax.** Lawmakers may reduce the Statewide Property Tax and vote to eventually phase it out entirely.
- **Sales Tax Expansion.** Expansion of the state's sales tax base has already been discussed as a way to increase revenue collections. An expansion could include clothing, tax preparation, advertising and legal services, and other services.

- **Transportation Utility Fee and other Impact Fees.** Proposals to allow local units of government to impose fees on property owners could be seen as a way to mitigate other cuts to local governments.
- **Taxing Internet Sales.** Proposals to collect sales tax on internet sales will be discussed during the 2012 session.

Success Story - continued from page 2

and a brand experience. Mall owners also have begun hosting events to attract customers, as well as attracting new tenants and creating unique and welcoming atmospheres. Locally we will see more competition to attract customers to retail venues. For instance, MOA is committed to completing the Mall renovation through 2016 with an average budget of roughly \$10 million per year.⁶ Next up is the southeast courtyard; in the fall we will see Southdale's renovation, and the Galleria continues to evolve. Retail venues are trending toward creating quality destinations. *Experiences rule.*

- 1 http://www.cnn.com/id/43881205/US_is_at_the_Start_of_500_Day_Retail_Recession_Analyst "US is at the start of 500-Day Retail Recession: Analyst"
- 2 <http://www.startribune.com/business/112835989.html> "Herberger's likely to fill hole at Southdale anchor hole"
- 3 <http://www.portfolio.com/companies-executives/2012/01/09/how-data-is-changing-customer-service-at-retail> "The Future of Retail"
- 4/5 <http://www.forbes.com/sites/larrydownes/2012/01/02/why-best-buy-is-going-out-of-business-gradually/5/> Why is Best Buy going out of Business... Gradually
- 6 <http://www.bizjournals.com/twincities/print-edition/2011/02/11/mall-of-america-to-spend-7m-on-east.html> "Mall of America to spend \$7 million on east side renovations"

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NEW CHAPTER



It's January again, and not only does it mark the beginning of a new year, but also the beginning of a new chapter for The Caring Tree. The Caring Tree was founded in 1993 by the Minnesota Shopping Center Association (MSCA) as a statewide outreach project. Since that time, The Caring Tree program has been a collaborative effort between social service agencies, the community, the MSCA and its members.

The Caring Tree's mission is to promote educational success for Minnesota's K-12 students in-need by ensuring that they have the appropriate school supplies. With today's economy, our year-round campaign is as important as ever. To date, nearly 200,000 students have enjoyed a better start to their school year, thanks to The Caring Tree's collection of financial contributions and school supplies.

With the focus on continuing to assist as many students as possible, The Caring Tree board has appointed a new executive director, Melissa Philibert. Long-time leaders Karla Keller Torp and Stacey Bonine will be transitioning administration over the coming months.

Melissa has spent the last 11 years working in financial services, in relationship management, product development and operational management roles. The variety of these positions will serve her well as she takes over The Caring Tree reigns. Melissa was born, raised and currently resides in South Minneapolis with her husband and their two young boys. She has a Bachelor's Degree in Communications from the University of St. Thomas, and a passion for giving back to the community.

Melissa will be dedicated solely to supporting the mission and goals of The Caring Tree, and it is our hope that while there is a new contact, you continue your support whether financially or in-kind. We appreciate all those who have played a part in The Caring Tree's past success, and look forward to the exciting opportunities in store for 2012 and beyond!

Warm Regards,

Karla Keller Torp ■ Stacey Bonine ■ Melissa Philibert

Please note new contact information for The Caring Tree:

Melissa Philibert, Executive Director
The Caring Tree
5413 Nicollet Avenue, #130, Minneapolis, MN 55417
Phone: 612-834-1700 Fax: 952-238-6681
melissa@caringtrees.org
www.caringtrees.org

SMALL TALK

STATS: SOCIAL MEDIA

The social media landscape is fragmented. A recent study by Janrain finds people use Facebook to interact with friends and family, Twitter to follow influencers and share opinions, LinkedIn for their professional network, and Gmail, Yahoo! or Hotmail to communicate directly with contacts. Combined, these networks boast over 1.5 billion accounts.

Social Login and Social Sharing Trend Data

(% of Online Social Media Users)

Social Media	Q4 2009	Q3 2011
Facebook	27%	42%
Google	37%	29%
Yahoo!	11%	11%
Twitter	6%	8%
Windows Live	4%	4%
Other	14%	5%

Social Site Preference for Retail Shopping

(% of Online Social Media Users)

Social Media	Q1 2010	Q3 2011
Facebook	39%	49%
Google	22%	29%
Yahoo!	26%	12%
Twitter	3%	3%
Windows Live	5%	5%
AOL	3%	3%

Source: Janrain, November, 2011
<http://www.mediapost.com/publications/article/163463/social-sharing-trends.html>

MY MSCA

Do you, as an MSCA member, know exactly how many networking opportunities there are each year within MSCA?

- 10 monthly programs
- 6 learning sessions
- Retail real estate program
- STARR_{SM} Awards program
- Annual golf tournament
- Annual bowling fundraiser
- A *minimum* of 14 Third Thursdays networking (new this year – offering morning AND afternoon on some occasions!)
- Business Day at the Capitol
- Legislative education session
- New for 2012: Four (4) philanthropic volunteer networking opportunities!

Maximize your visibility for yourself and your company and increase your networking!